

## Analisis motivasi dan preferensi muzaki untuk berzakat melalui organisasi pengelola zakat (OPZ) di Kota Bogor = Analysis of motivation and preferences muzaki to tithe through zakat management organization (OPZ) in Bogor

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### Abstrak

[<b>ABSTRAK</b><br>

Pertumbuhan jumlah Organisasi Pengelola Zakat (OPZ) beberapa tahun belakangan baik yang berskala nasional maupun daerah sangat tinggi. Keberadaan Organisasi Pengelola Zakat juga menjadi counterpart pemerintah dalam menciptakan pemerataan dan keadilan ditengah-tengah masyarakat, sehingga kualitas dan taraf hidup masyarakat meningkat. Penelitian ini bertujuan untuk mengetahui hubungan antara karakteristik muzaki dengan tempat dan cara membayar zakat, hubungan antara pengetahuan dengan tempat dan cara membayar zakat, hubungan antara motivasi muzaki dengan tempat membayar zakat, untuk mengetahui apa motivasi muzaki sehingga ingin membayar zakat melalui OPZ di Kota Bogor dan untuk mengetahui preferensi muzaki dalam membayar zakat melalau OPZ di Kota Bogor. Penelitian bersifat deskriptif kuantitatif. Analisis yang digunakan adalah regresi logistik, multinomial logit, tabulasi silang dan distribusi frekuensi dengan prosentase. Hasil penelitian menunjukkan bahwa analisis motivasi, pengetahuan dan tingkat keyakinan sangat berpengaruh secara signifikan terhadap preferensi muzaki dalam membayar zakat. Variabel preferensi memiliki odd ratio sebesar 20,440 artinya peluang muzaki membayar langsung ke mustahik sebesar 20,44 % dengan semua variabel pengetahuan rendah dan peluang muzaki membayar zakat ke OPZ sebesar 79,56% dengan semua variabel pengetahuan rendah.

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<b>ABSTRACT</b><br>

Growth in the number of Zakat Management Organization (OPZ) in recent years both the national and local levels are very high. The existence of Zakat Management Organization also be a counterpart of government in creating equity and justice among the people, so that the quality and standard of living increases. This study aimed to determine the relationship between the characteristics of the place and manner muzakis pay zakat, the relationship between knowledge about where and how to pay zakat, the relationship between motivation muzakis with a pay zakat, to know what the motivation muzakis so want to pay zakat through OPZ in Bogor and to determine preferences in paying zakat melalau muzakis OPZ in the city of Bogor. Quantitative descriptive research. The analysis used logistic regression, multinomial logit, cross tabulations and frequency distribution by percentage. The results showed that the analysis of the motivation, knowledge and confidence level is very significant

influence on the preference muzakis in pay zakat. Preferences variables have odds ratio of 20.440 means muzakis opportunity to pay directly to mustahik of 20.44% with a low knowledge of all variables and opportunities muzakis pay zakat to OPZ of 79.56% with a low knowledge of all variables.;Growth in the number of Zakat Management Organization (OPZ) in recent years both

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